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Friday, May 19th, 2023

Economic Profile of Battleground Voters

IMPACT RESEARCH

Methodology

Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.

74% of interviews were conducted by text-to-web and 26% were via online panel.

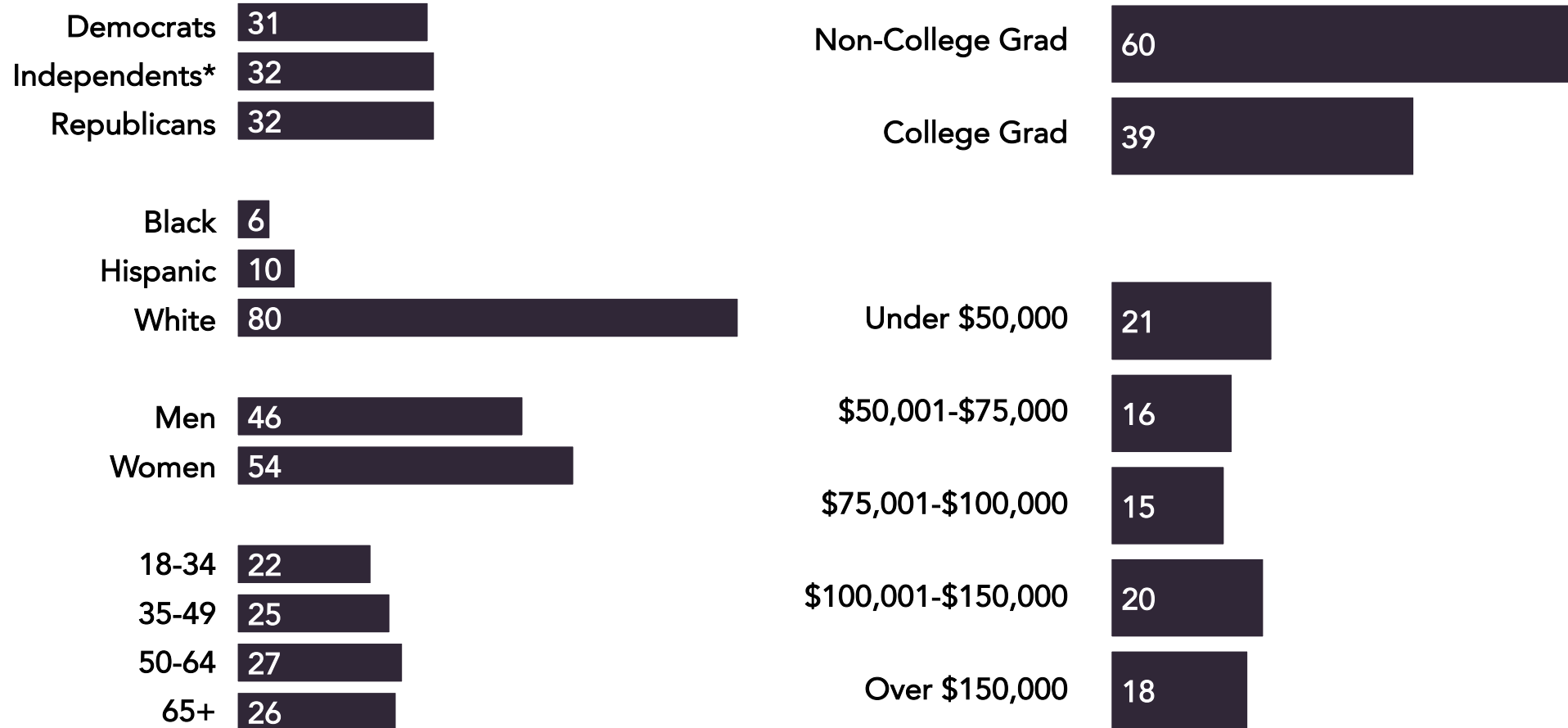Interviews were conducted between April 20-27, 2023.

The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **Voters are very pessimistic about the economy.** 75% giving the economy a negative rating, with a plurality (46%) giving it a "poor" rating.

- **High cost-of-living is top of mind for voters and is their leading economic indicator.** High cost-of-living is what they look at to determine the health of the economy, with nearly 70% of voters saying it is causing financial strain, and 54% saying it is having a major impact on their finances.

- **But their concerns about the economy are more diverse.** Day-to-day costs (24%), government spending (21%), and record profits for corporations (20%) are the top economic concerns for voters.

- **Voters are not optimistic that things will improve in the near future**. A plurality (45%) say they think their financial situation will be about the same a year from now (which is to say, still strained), with 29% saying it will be worse and only 14% saying it will be better.
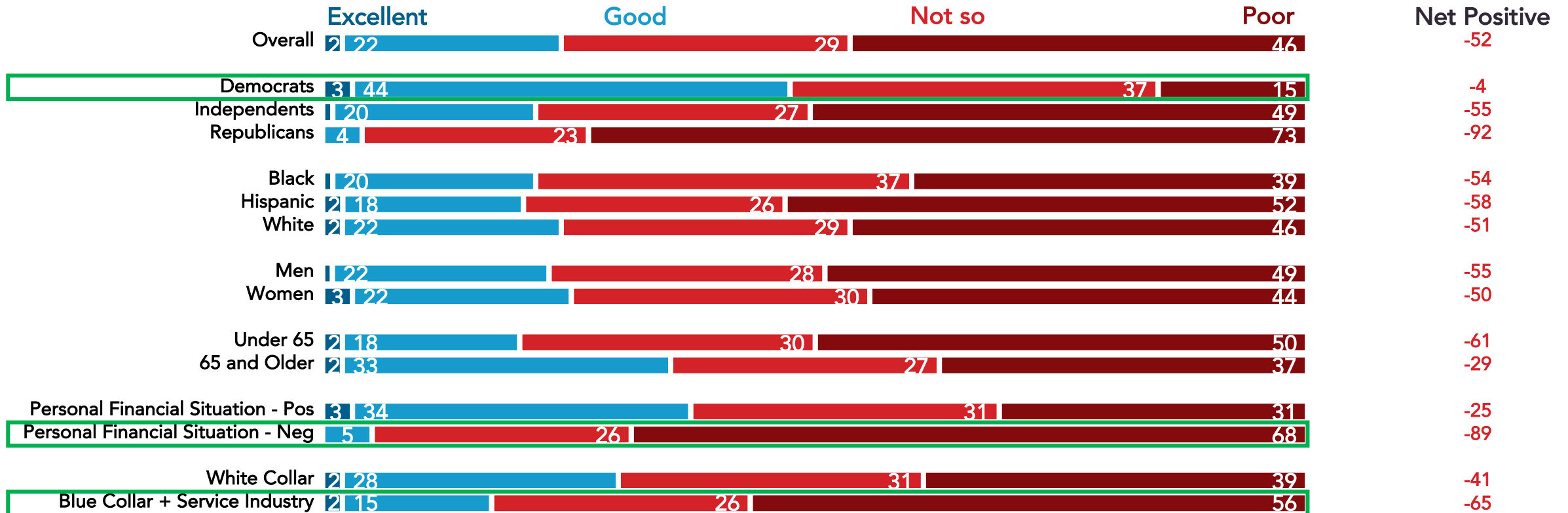
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Demographic Profile of Battleground Voters

Democrats	31
Independents*	32
Republicans	32

Black	6
Hispanic	10
White	80

Men	46
Women	54

18-34	22
35-49	25
50-64	27
65+	26

Non-College Grad	60
College Grad	39

Under $50,000	21
$50,001-$75,000	16
$75,001-$100,000	15
$100,001-$150,000	20
Over $150,000	18

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Voters are Very Pessimistic About the State of the U.S. Economy; Nearly Half Describe it as "Poor"

Even voters with a positive personal financial outlook are critical of the overall economy.

How would you rate how things are going in the U.S. economy?

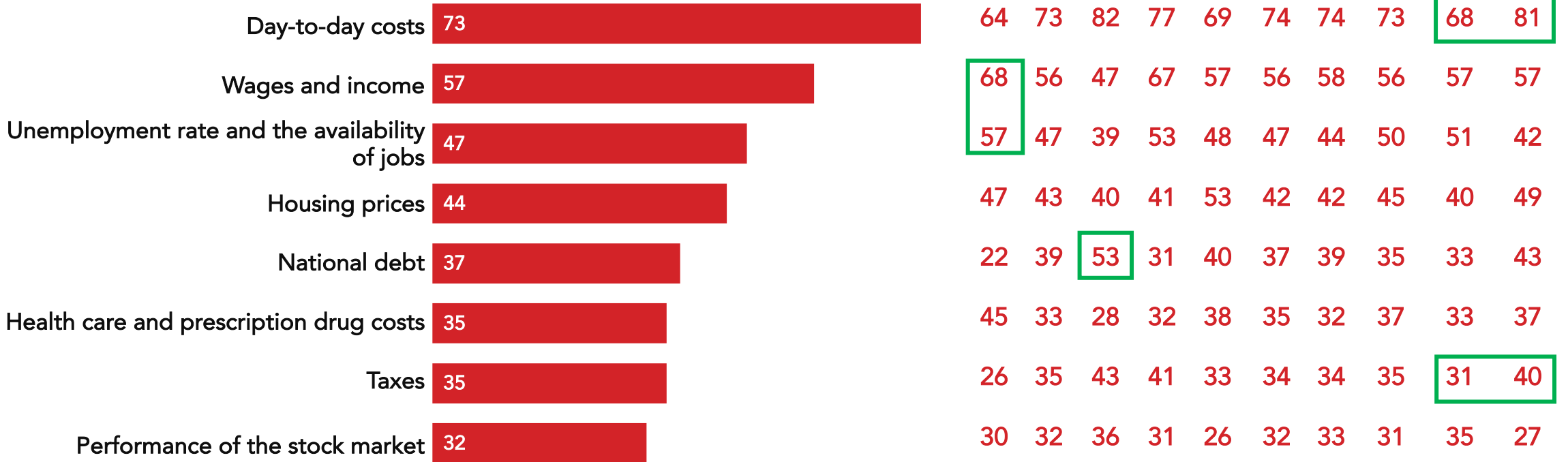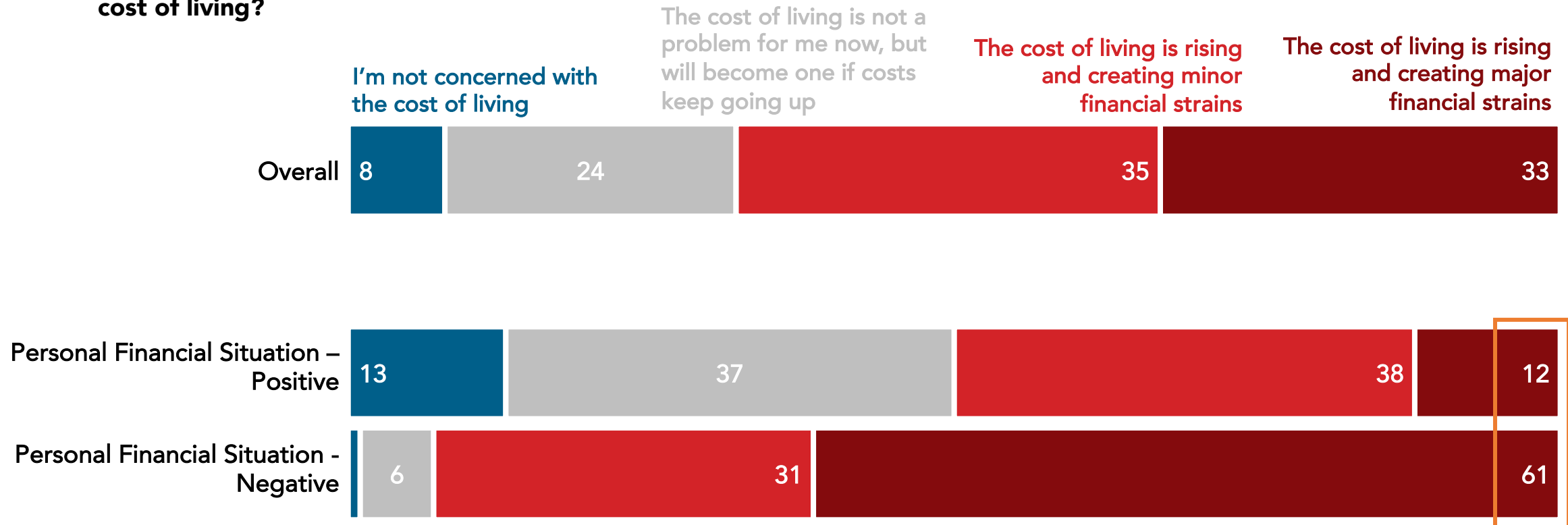|	Excellent	Good	Not so	Poor	Net Positive
Overall	2	22	29	46	-52
Democrats	3	44	37	15	-4
Independents	1	20	27	49	-55
Republicans		4	23	73	-92
Black	1	20	37	39	-54
Hispanic	2	18	26	52	-58
White	2	22	29	46	-51
Men	1	22	28	49	-55
Women	3	22	30	44	-50
Under 65	2	18	30	50	-61
65 and Older	2	33	27	37	-29
Personal Financial Situation - Pos	3	34	31	31	-25
Personal Financial Situation - Neg		5	26	68	-89
White Collar	2	28	31	39	-41
Blue Collar + Service Industry	2	15	26	56	-65

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted April 20-April 27, 2023.
For more info, visit navigatorresearch.org/battleground.

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Three-Quarters of Voters Measure the Health of the Economy by Day-to-Day Costs

Voters who are more pessimistic about their own financial situation are more likely to look at day-to-day costs to determine the health of the economy; the stock market ranks lowest of all indicators tested.

When thinking about the health of the U.S. economy, what do you look to personally to determine how well the economy is doing? [MULTIPLE ANSWERS ACCEPTED]

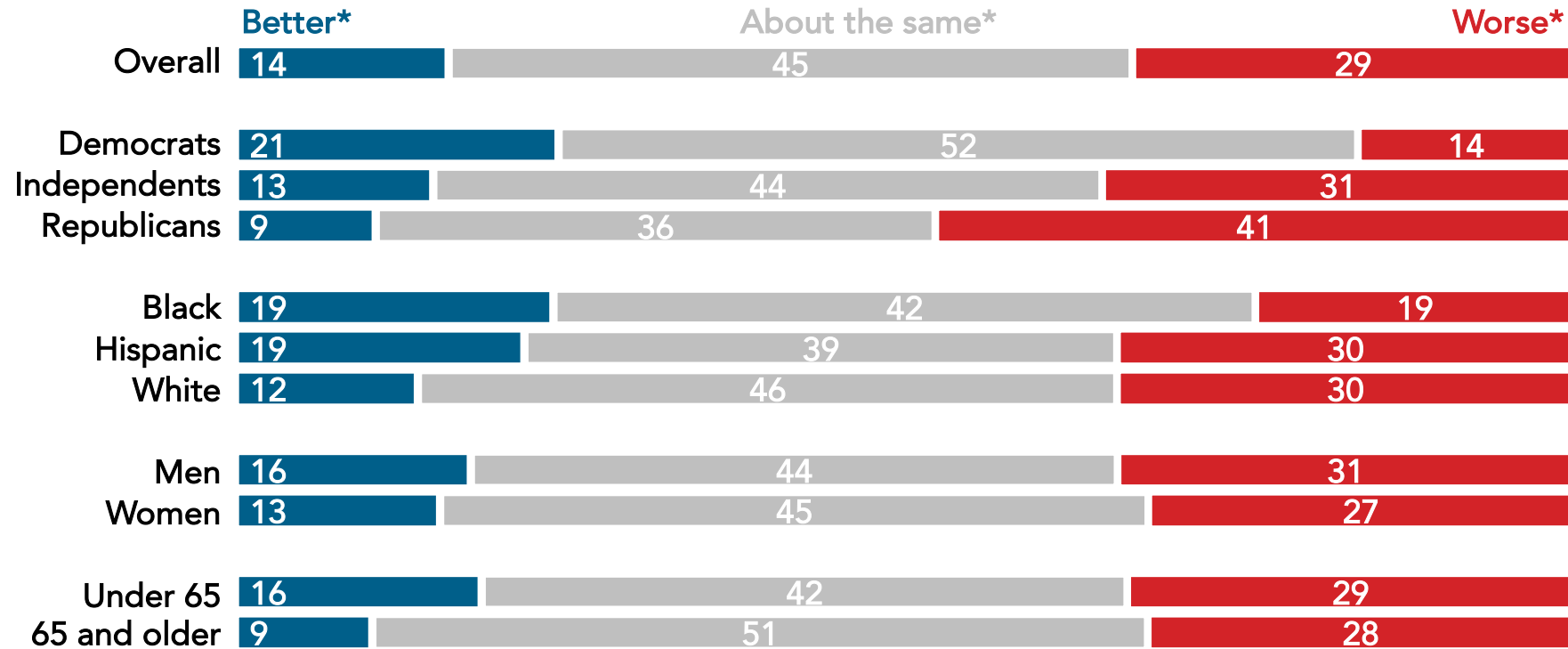|		Dem.	Ind.	Rep.	Black	Hisp.	White	Men	Women	Pers. Fin. Pos	Pers. Fin. Neg
Day-to-day costs	73	64	73	82	77	69	74	74	73	68	81
Wages and income	57	68	56	47	67	57	56	58	56	57	57
Unemployment rate and the availability of jobs	47	57	47	39	53	48	47	44	50	51	42
Housing prices	44	47	43	40	41	53	42	42	45	40	49
National debt	37	22	39	53	31	40	37	39	35	33	43
Health care and prescription drug costs	35	45	33	28	32	38	35	32	37	33	37
Taxes	35	26	35	43	41	33	34	34	35	31	40
Performance of the stock market	32	30	32	36	31	26	32	33	31	35	27

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The Cost-of-Living Crisis is Creating Financial Strain for Nearly Seven in Ten in the Battleground

Voters who rate their personal financial situation negatively are five times more likely than voters who positively rate their financial situation to say the cost-of-living crisis is causing a major financial strain.

Thinking about your personal financial situation, which of the following best describes your situation when it comes to the cost of living?

	I'm not concerned with the cost of living	The cost of living is not a problem for me now, but will become one if costs keep going up	The cost of living is rising and creating minor financial strains	The cost of living is rising and creating major financial strains
Overall	8	24	35	33
Personal Financial Situation – Positive	13	37	38	12
Personal Financial Situation - Negative		6	31	61

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Voters are Pessimistic About the Economic Outlook Over the Next Year, Particularly Republicans

Across race, gender, and age, larger shares say things will be the same for them personally.

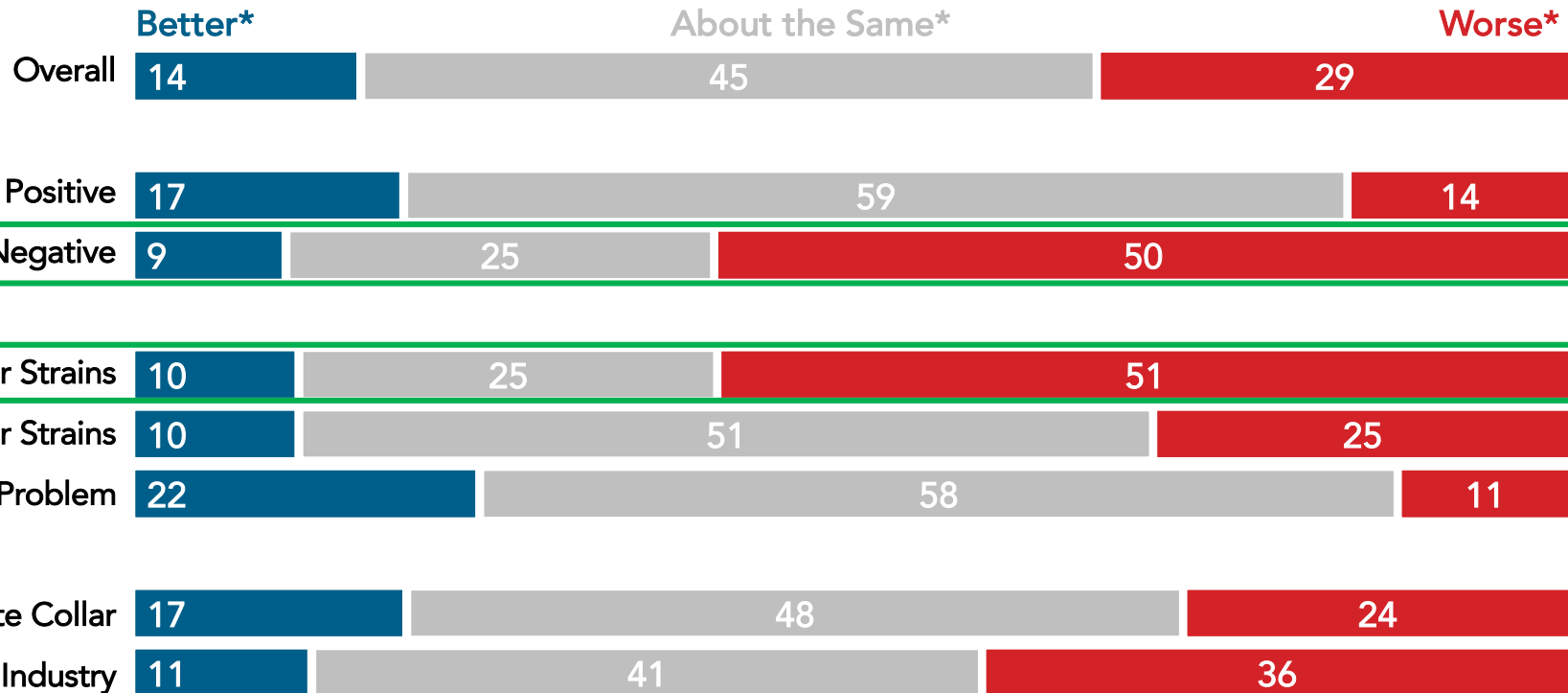**Which of the following comes closest to your view about your personal financial situation?**

	Better*	About the same*	Worse*
Overall	14	45	29
Democrats	21	52	14
Independents	13	44	31
Republicans	9	36	41
Black	19	42	19
Hispanic	19	39	30
White	12	46	30
Men	16	44	31
Women	13	45	27
Under 65	16	42	29
65 and older	9	51	28

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Voters Who View Their Personal Finances Negatively Are More Likely to Have a Negative Outlook For the Future

Voters in blue collar and service industry jobs have a slightly more negative outlook than those in white collar jobs.

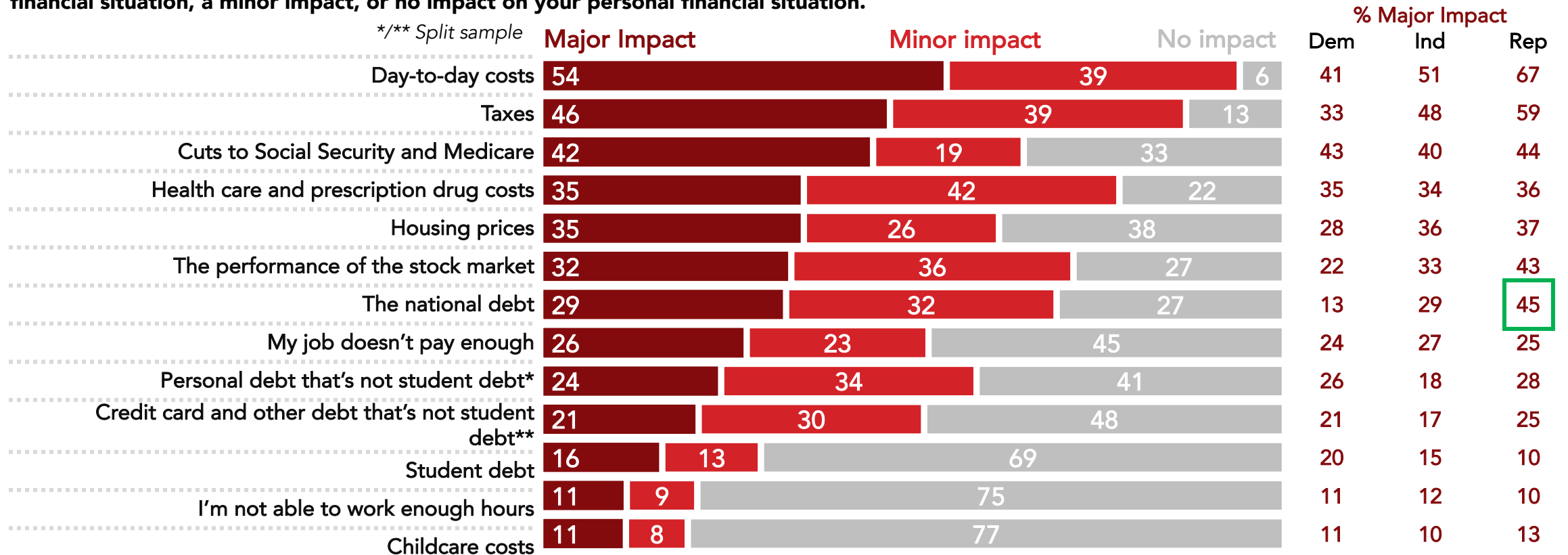**Which of the following comes closest to your view about your personal financial situation?**

	Better*	About the Same*	Worse*
Overall	14	45	29
Personal Finances Positive	17	59	14
Personal Finances Negative	9	25	50
Cost of Living Creating Major Strains	10	25	51
Cost of Living Creating Minor Strains	10	51	25
Cost of Living Not a Problem	22	58	11
White Collar	17	48	24
Blue Collar + Service Industry	11	41	36

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Day-to-Day Costs Top the List of Economic Issues Having a Major Impact on Voters' Personal Finances

Republicans believe the national debt has a major impact on their finances, but it is much lower impact for Democrats and independents.

Please indicate whether each economic issue is having a major impact on your personal financial situation, a minor impact, or no impact on your personal financial situation.

*/** Split sample

	Major Impact	Minor impact	No impact	Dem	Ind	Rep
					% Major Impact	
Day-to-day costs	54	39	6	41	51	67
Taxes	46	39	13	33	48	59
Cuts to Social Security and Medicare	42	19	33	43	40	44
Health care and prescription drug costs	35	42	22	35	34	36
Housing prices	35	26	38	28	36	37
The performance of the stock market	32	36	27	22	33	43
The national debt	29	32	27	13	29	45
My job doesn't pay enough	26	23	45	24	27	25
Personal debt that's not student debt*	24	34	41	26	18	28
Credit card and other debt that's not student debt**	21	30	48	21	17	25
Student debt	16	13	69	20	15	10
I'm not able to work enough hours	11	9	75	11	12	10
Childcare costs	11	8	77	11	10	13

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Day-to-Day Costs Are the Top Economic Strain for Most Voters

Cuts to Social Security and Medicare would have an especially large impact on seniors, while housing prices cause more strain for younger voters.
- For Black voters, the top economic strain is taxes.

	Overall	Black	Hispanic	White	Men	Women	Non-College Grad	College Grad	Under 35	35-49	50-64	65+
Top Econ Strain (% major impact)	Day-to-Day Costs 54%	Taxes 60%	Day-to-Day Costs 61%	Day-to-Day Costs 52%	Day-to-Day Costs 54%	Day-to-Day Costs 53%	Day-to-Day Costs 58%	Day-to-Day Costs 47%	Day-to-Day Costs 64%	Day-to-Day Costs 62%	Day-to-Day Costs 51%	Cuts to SS & Medicare 70%
2nd Econ Strain	Taxes 46%	Day-to-Day Costs 55%	Taxes 50%	Taxes 44%	Taxes 49%	Taxes 44%	Taxes 48%	Taxes 42%	Housing Prices 52%	Taxes 49%	Taxes 49%	Day-to-Day Costs 40%
3rd Econ Strain	Cuts to SS & Medicare 42%	Cuts to SS & Medicare / Housing Prices 41%	Housing Prices 46%	Cuts to SS & Medicare 43%	Cuts to SS & Medicare 39%	Cuts to SS & Medicare 44%	Cuts to SS & Medicare 46%	Cuts to SS & Medicare 35%	Taxes 48%	Housing Prices 38%	Cuts to SS & Medicare 46%	Taxes 40%

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Voters' Biggest Concerns Generally Are Day-to-Day Costs, Government Spending, and Corporate Profits

Republicans' top concern is too much government spending, while Democrats' top concern is corporations making record profits.

Thinking more specifically about the economy, which of the following concerns you the most?

	Bar	Dem	Ind	Rep	Black	Hisp.	White	Men	Women	<65	65+	Pers. Fin. Pos	Pers. Fin. Neg
Day-to-day costs	24	22	24	26	32	30	22	23	25	26	16	18	33
Too much government spending	21	2	23	36	12	21	21	24	17	18	26	18	24
Corporations making record profits	20	39	18	2	8	12	22	20	21	18	25	26	12
Threat of a recession soon	13	11	10	17	17	16	12	12	14	14	10	13	12
The stock market crashing	7	9	6	7	8	3	7	7	7	6	9	9	4
Taxes are too high	6	5	8	6	5	9	6	6	7	7	5	5	7
There aren't enough jobs with high wages and good benefits	5	9	6	0	14	5	5	4	6	6	3	5	5
National debt	3	1	5	4	3	4	3	3	3	3	4	4	2

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Appendix: Congressional Districts Included In Sample

AK-01	CO-08	IN-01	NE-02	NY-17	PA-07
AZ-01	CT-05	KS-03	NH-01	NY-18	PA-08
AZ-06	FL-07	ME-02	NJ-07	NY-19	PA-17
CA-13	FL-13	MI-03	NM-02	NY-22	TX-15
CA-22	FL-27	MI-08	NV-03	OH-01	VA-02
CA-27	IA-01	MI-10	NV-04	OH-09	VA-07
CA-40	IA-02	MN-02	NY-01	OH-13	WA-03
CA-41	IA-03	MT-01	NY-02	OR-05	WA-08
CA-45	IL-13	NC-01	NY-03	OR-06	WI-01
CA-49	IL-17	NC-13	NY-04	PA-01	WI-03
CO-03					

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About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from April 20-April 27, 2023. The survey was conducted by a mix of text-to-web (74 percent) and an opt-in, online panel (26 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.